The Interact Design of Our Data Visualization

The audience for our data visualization is visitors to the National Library of Scotland. They are usually general readers who do not have much knowledge of the history of Spiritualism. The original newspaper’s data presentation method is direct and complicated. For the general audience, it is difficult to find an entry point into this vast dataset, let alone generate interest in exploring the newspaper. We aim to engage the audience to explore the dataset through interesting visualisations that will allow them to build a foundational understanding of the spiritualist newspaper. Also, as the data is at a certain threshold for the general reader, our visualisation needs to quickly build up a general understanding of the data in a clear and concise way for the viewer.

We want to create a communication between the audience and the newspaper through an interesting interaction design. The whole interaction process can be divided into three parts: before, during and after the interaction. Before the user interacts, the interactive interface scrolls through basic data about the newspaper (year of publication, volume of data, etc.) to give the viewer an overview of the context of the dataset, and is equipped with interaction buttons to guide the user to the next interaction. Once the viewer interacts with the main page, the content displayed is a newspaper cover built around the five key figures identified above. We used deepfake technology and voiceover to make the characters in the illustrations move and talk, which is an interesting design to engage the user in exploration. When the user is drawn to the person page, they can see a description of the information connected by the results of the newspaper's data analysis. This allows the user to understand the general content of the newspaper through the data.